From:	Nili Priell Barak <nilipriell@gmail.com>
To:	Sarit Catz <sscatz@aol.com>
CC:	
Date:	Tue, 2/17/2015 7:40:00 PM
Subject:	Re: I'd like your input

Thank you Sarit for your invitation. As we are busy on Saturday during the day, we will gladly join you and David for light dinner on Saturday evening and we can talk about your initiative.
Please let us know your preferred time and location,
see you then
Nili

On Feb 17, 2015, at 1:33 PM, Sarit Catz <sscatz@aol.com> wrote:

> Wonderful!
>
> I am available any time, all day on Saturday. You probably already have a dinner or event but if not, I will also bring my husband and we would be honored to take you both to dinner Saturday night. David is not in the entertainment industry, but he is a nice guy - that probably explains why he is not in the entertainment industry.
>
> Where are you staying and what time will be good for you both?
>
> Looking forward to it,
> Sarit
>
> Sarit Catz
> 973-564-6396 land line
> 201-709-2045 cell phone
>
> -----Original Message-----
> From: Ehud Barak <ehbarak1@gmail.com>
> To: Sarit Catz <sscatz@aol.com>
> Cc: safra.catz <safra.catz@oracle.com>; Priell Nili Barak <nilipriell@gmail.com>
> Sent: Tue, Feb 17, 2015 2:20 am
> Subject: Re: I'd like your input
>
> Hi Sarit
> My pleasure as well. We will be in NY Wed, Feb 18 to Sunday Feb 22.
> I'll be glad to meet if our schedules could fit. My wife Nili (cc'd) is a former soldier as well and might be ready to help.
> Let's know if/when you're available.
> Best to Safra as well.
> Ehud Barak
>
> Sent from my iPhone
>
> On Feb 16, 2015, at 21:34, Sarit Catz < sscatz@aol.com> wrote:
>
> > Hello Ehud,
> >
> > Fantastic to "meet" you. How long will you be in NYC? I am traveling also this week but will be back toward the end of the week and would love to get together to discuss this project, answer any questions you may have, and plan our next steps.

I look forward to it.

Warmly,
Sarit

Sarit Catz
973-564-6396 land line
201-709-2045 cell phone

-----Original Message-----
From: Safra Catz < safra.catz@oracle.com>
To: Ehud Barak < ehbarak1@gmail.com>
Cc: Sarit Catz < sscatz@aol.com>
Sent: Mon, Feb 16, 2015 11:29 am
Subject: RE: I'd like your input

Ehud, that's absolutely correct. The content quality is critical. It has to engage and connect with the American public AND it has to send out positive sentiments towards Israel and Israelis. I myself am heading to Europe in a few hours so as an immediate follow on, let me introduce you to my sister by email. She is clearly the real brains behind the operation. She lives in the New York area so potentially you two can meet to discuss when you are there.
Warmest regards,
Safra

From: Ehud Barak [mailto:ehbarak1@gmail.com]
Sent: Monday, February 16, 2015 12:00 AM
To: Safra Catz
Subject: Re: I'd like your input

Hi Safra
Great idea. And a timely one. The bottom line impact, as always is the case, will depend on the details of execution and quality of the end product.
Let's talk about it over the phone whenever it's convenient to you.
I'm in IL in the next two days and in NY over the rest of the week.
All the best to you and Sarit.
Ehud Barak

Sent from my iPhone

On Feb 15, 2015, at 19:38, Safra Catz < safra.catz@oracle.com> wrote:

> Hello Ehud,
>
> I just heard you will not be at the AIPAC policy conference this year. Sorry we will miss you. I will be there with my sister and we are partnering on a project that I think would benefit from your participation. My sister, Sarit Catz, is a long-time Hollywood writer-producer and in the last few years has become a very prominent pro-Israel activist and AIPAC national leader.
>
> We have all been horrified by the growth of the BDS movement in college campuses and have concluded that we have to fight this battle before the kids even get to college. We believe that we have to embed the love and respect for Israel in the American culture. That means getting the message to the American people in a way they can consume it.
>
> Sarit has been working to produce a reality show featuring "Women of the IDF." The goal of the show is to humanize the IDF in the eyes of the American public.
>
> We hope you can be a consulting producer on the show and help move this project forward. She has been in touch with Lt. Libby Weiss, the head of the North American desk of the spokesperson's office of the IDF, who appears to be supportive.
>
> Sarit is working with Hollywood agents bringing this project to American broadcast and cable networks who have expressed

interest. The American market should obviously be the most attractive for the IDF - because the US is most important and because from here we can go global. The networks are interested because there is a lot of money to be made from a project like this. It would attract a huge audience.

That's where we stand. I'd love to hear your thoughts and get your guidance.
Regards, Safra